

Razan Maadarani

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Lebanese | Mar 15, 2000 | [LinkedIn Profile](#)

CORE COMPETENCIES

Certified Digital Marketing Associate from Meta

Marketing Strategy

Social Media Management

Writing Skills

Facebook Ads Manager

Content Creation

Investigative Journalism

WORK EXPERIENCE

Content Creator /Writer/ Communication Officer,

Frames Marketing & Media Agency, Lebanon

May 2022 – Present

- Managed the social media account (Instagram, Facebook and TikTok) of clients of different industries in Lebanon, UAE and Turkey as well as the company's (Frames) own accounts.
- Type business behind the accounts: watering and irrigation system, furniture, shampoo producing company, roasters, dermatologist's line of natural creams, tissues, construction company, medical center, mobile application, and charity organization.
- Met clients to understand their objectives and develop a content strategy accordingly.
- Created content calendar for every account to include posts, stories, reels, tiktoks, captions, and hashtags leading to increase in followers, engagement and leads.
- Developed digital marketing campaigns including seasonal campaigns (Christmas, Eid and Adha)
- Worked closely with graphic designers to design posts and infographic.
- Wrote script and directed commercials and worked with camera man on cinematography.
- Organized event for marketing professionals in Beqaa to exchange ideas and create a community for marketing professionals in Lebanon.

Freelance Writer, Beirut, Lebanon

2019 – Present

Projects:

- *Articles on hair care in Arabic to be posted on a website*
- *Play about early marriage to be played for Syrian refugees with SAWA Group (NGO)*
- *Scripts for short movies reflecting societal issues in the Lebanese community*

Investigative Journalist, Al Jadeed TV, Beirut, Lebanon

May 2021 – May 2022

- Chosen out of 1885 candidates after multiple written exams and video reports.
- Investigated corruption in the Lebanese election and fake PCRs and unfinished governmental projects across Lebanon.
- Met with media team regularly and brainstormed ideas for new subjects.

Producer / Editor / Director, Maa Farah (YouTube Talk Show), Lebanon

Jan 2020 – Jan 2021

- Produced talk show about societal issues in Lebanon: worked on content and editing.

EDUCATION

Master in Digital Journalism, Media and Communication Sciences, Lebanese University
Ongoing

Bachelor of Communication Arts in Radio and TV, 2020
Lebanese International University, Lebanon

ADDITIONAL SKILLS

Languages: English, French and Arabic

Technologies: MS Office: Word, Excel, PowerPoint, Adobe Premiere, Adobe Photoshop, Adobe InDesign, Adobe Illustration, Adobe After Effects, Adobe Light room

CERTIFICATIONS

Meta Certified Digital Marketing Associate Certification, 2023
Certified by Meta

Certificate for achieving course "Make the Sale: Build, Launch, and Manage, E-commerce, Stores"

Certificate for achieving course "Think Outside the Inbox: Email Marketing"

Certificate for achieving course "From Likes to Leads: Interact with Customers Online"

Certified by Google

Certificate for achieving course "Optimizing a Website for Google Search"

Certificate for achieving course "Advanced Search Engine Optimization Strategies"

Certificate for achieving course "Advanced Content and Social Tactics to Optimize SEO"

Certified by University of California, Davis

Certificate for achieving course "Digital Marketing Analytics in Theory" with honors 2022

Certificate for achieving course "Digital Marketing Analytics in Practice" with honors

Certified by University of Illinois at Urbana-Champaign

Certificate for achieving course "Social Marketing Capstone Project",

Certified by Northwestern University

Certificate for achieving course "Meta Social Media Marketing Capstone"

Certificate for achieving course "Measure and Optimize Social Media Marketing Campaigns",

Certificate for achieving course "Marketing Analytics with Meta",

Certificate for achieving course "Social Media Management",

Certificate for achieving course "Advertising with Meta",

Certified by Meta

Certificate for attending "The Career Bridge" program,

Certified By Michel Daher Foundation

Certificate for achieving 12 levels of "Investigative Journalism Program", 2021

Certified By I-LEAD and Al Jadeed TV Channel

Shooting and interviewing in the Ninth International Arab Conference